

## Editorial Preview

This issue begins with our usual senior executive interview. Past interviews have primarily been with business executives although the U.S. Army was the site of one interview. Higher education is the subject of this interview at Washington University in St. Louis.

The first article in this issue by Marjorie Lyles deals with long-range planning for MIS. This is a subject about which some material already exists but my contacts with MIS managers indicate that most of their managers would like to know more about effectively planning MIS activity, especially in the longer run.

We've published material recently as to what the MIS manager ought to be (see "Managing Information for Profit," Herbert Z. Halbrecht, Volume 2, Number 3, **MIS Quarterly**). The article by Taggart and Silbey is also on this subject. As a lead in, I quote from this article:

... a survey of 180 companies, mostly *Fortune 500*, reported that 96 had changed their systems managers within the past 18 months. Of the 96 replacements, 74 were selected from the ranks of user executives rather than from the information system unit.

Taggart and Silbey present an argument to the effect that the successful MIS manager will strike a balance between the technical issues and user issues. They represent a framework that may be useful to the MIS manager in deciding what kind of a manager to be.

The final article in this section by Zmud and Cox deals with the implementation of systems. The authors present implementation as a change process. Readers of this article would also be interested in previous articles by Bostrom and Heinen (Volume 1, Numbers 3 and 4), Lucas (Volume 2, Number 2), Ginzberg (Volume 2, Number 1) and Alter (Volume 2, Number 3).

The one article in the Theory and Research section deals with research into the application of a proposal MIS planning technique. The method, called the Nominal Group Technique, is tested as a planning tool.

Readers should expect to receive Volume 3, Number 3 of the **MIS Quarterly** shortly after this issue arrives. Volume 3, Number 3 will contain the finalist papers in the 1979 SMIS Award Paper Competition. The winning author of the winning paper received \$5,000 and the second place paper won an award of \$2,000. I think you will find these papers very stimulating as we look ahead to MIS in the '80's.

We continue to do our level best to get the **MIS Quarterly** into the mails as quickly as we can after the declared publication date. Unfortunately the shortage of material appropriate to our publication remains our most difficult obstacle. We are determined to continue our publication and are optimistic that we will solve this problem. Any ideas or comments from you are welcome.

**GARY W. DICKSON**  
**SENIOR EDITOR**